

# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

July 9, 1998

**RJR Account #611800**

Mr. J. Beaver  
STANDARD ROSENBAUM

## SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Joe:

Attached are August orders for *Salem* .30¢ Tear Tape product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L \_ 9 8 \_ . 3 0 / \_ 1 P K \_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk  
Enc. Retail Customer List  
Wholesaler Packing Instructions

AUGSAL.DOC

51854 9036

**AUGUST DELIVERY**  
**SALEM TEAR TAPE**

**\* \* \*UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT  
DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED\* \* \***

**PRODUCT PO # N/A**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases</u> <u>@ .30¢ Off</u>
12300-24194	Full Flavor	<u>2</u>
12300-24195	Full Flavor 100	<u>2</u>
12300-24196	Light	<u>3</u>
12300-24197	Light 100	<u>4</u>

**PRODUCT / DISPLAYS ARRIVAL:** JULY 27, 1998

**SHIP DATE TO RETAIL:** WEEK OF: AUGUST 10, 1998

**EFT \$ AMOUNT:** \$3,570.71

**PACKING / SHIPPING PAYMENT** \$52.25  
(11 (6M) promoted case(s) @ \$4.75).

**AUGUST Drive Period 808 / Promotion #800438**

**PROMOTION DESCRIPTION:**

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER  
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY  
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.**

**AUGUST DELIVERY**

51854 9037

WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>  
 TEMPLATE : 800438 80800 SAL 98 .30/1 NO  
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85		M100		LT		LT		TAX	JURIS	SUPPLIER
							QTY	QTY	QTY	QTY	QTY	QTY	QTY	QTY			
162304	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12186	1	1	1	1	1	1	1	1	4		
162305	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1	1	1	1	1	1	1	1	4	3148-0000	
162303	087082	HESS #32211	NOTT ST & MAXON R	SCHENECTADY	NY	12308	1	1	1	1	1	1	1	1	4	0353-0100	
162304	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	2	2	2	2	2	2	2	2	8		
162305	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482									1	1	
162307	178373	CONVENIENT DELI	186 MAIN ST	NEW PALTZ	NY	12561	1	1	1	1	1	1	1	1	4		
162210	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428									1	3	
162304	239719	XTRA MART #1473	2951 ROUTE 9	BALLSTON SP	NY	12020									1	3459-0000	
162302	274609	XTRA MART #1462	EXIT 21 RT 9N	LAKE GEORGE	NY	12845	1			1					2	3459-0000	
162304	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	1	1	1	1	1	1	1	1	4		
162305	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON O	NY	12033	1			1	1	1	1	1	5	3148-0000	
162210	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1	1	1	1	1	1	1	1	4	3459-0000	
162304	415689	MID VALLEY OIL #141	1958 AMSTERDAM RD	BALLSTON SP	NY	12020									1	1	3459-0000
162303	422751	SUNOCO SCOTIA #1493	184 SACANDAGA RD	SCOTIA	NY	12302	1			3	2	2	2	2	6	3459-0000	
162306	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	2	3	7	4	4	4	4	4	15		
162305	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	1			3	3	3	3	3	7	3148-0000	
162304	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1	1	1	1	1	1	1	1	4	3459-0000	
162304	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1			1	1	1	1	1	3	3459-0000	
162305	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1			1	1	1	1	1	5	3148-0000	
162304	508214	SANDRA J. BESTON	16 COHOES RD	WATERVLIET	NY	12189	1	1	1	1	1	1	1	1	4		
162302	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1	1	1	1	1	1	1	1	4	3459-0000	
162302	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801				2	1	1	1	1	3	3459-0000 NYS	
162306	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	1			3					4		15438
162304	541818	AMIN PETROLEUM	736 NEW LOUDON RD	LATHAM	NY	12110	2		9		20				31		
162305	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1			1	2		2	2	4	3148-0000	
162304	571958	BEVERAGE BARON	269 OSBORNE ROAD	LOUDONVILLE	NY	12211	2	2	2	2	2	2	2	2	8		
162306	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	1	1	1	1	1	1	1	1	3	3459-0000	
162306	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1	1	1	1	1	1	1	1	3	3459-0000	
162202	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	6	2	7	2	2	2	2	2	17	3459-0000	05967
162305	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12205	1			1	1	1	1	1	4		
162305	654282	J&G	91 SOUTHER BLVD	ALBANY	NY	12209	1	1	1	1	1	1	1	1	4		
162304	681800	LATHAM NEWS	679 TROY SCHEECT	LATHAM	NY	12110	1	1	1	1	1	1	1	1	4		
162306	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	1			1	1	1	1	1	6		
162304	700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1	1	1	1	1	1	1	1	4		
162306	706812	CPE CHATHAM/DRONA	52 HUDSON AVE	CHATHAM	NY	12037	2			1	1	1	1	1	4		21964
162305	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	3	3	3	3	3	3	3	3	12		
162304	721863	PAYLESS BEVERAGE	1021 TROY SCHEECT	LATHAM	NY	12110	1	1	1	1	1	1	1	1	4		
162306	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSKILL	NY	12198	2			1	1	1	1	1	10		25544
162305	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	1			1	1	1	1	1	6		31021
162306	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180				2	1	1	1	1	3		17515
162304	737899	ONE DOLLAR DEALS	CROSSINGS SHOP CE	CLIFTON PAR	NY	12065	2	2	2	2	2	2	2	2	8		
162304	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	2	2	2	2	2	2	2	2	8		

WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>  
 TEMPLATE : 800438 80800 SAL 98 .30/1 NO  
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TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		TAX	JURIS	SUPPLIER
							M85	M100	M85	M100			
162305	767079	QUICK-STOP DELI	ROUTE 32	KINGSTON	NY	12401			1	1			57281
162307	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	1		1	6	8		
162308	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538			5	5			
162305	773876	GRANDMA'S DELI	187 ROUTE 23A	PALENVILLE	NY	12463	1	1	2	2	6		12666
162304	777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	2	2	2	2	8		
162304	804040	WATERVLIET MARKET	500 13TH ST	WATERVLIET	NY	12189	2	2	2	2	8		

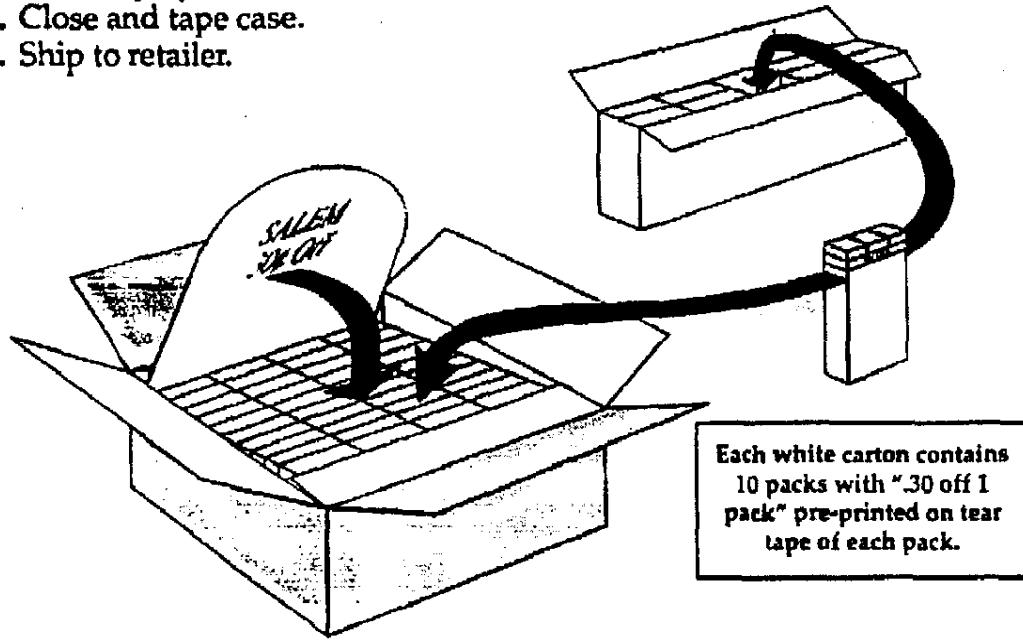
PAGE BREAK TOTAL ACCOUNTS 48 TOTAL QUANTITY 57 36 82 125 300

TEMPLATE TOTAL ACCOUNTS 48 TOTAL QUANTITY 57 36 82 125 300

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**WHOLESALER PACKING INSTRUCTIONS****SALEM TEAR TAPE****3RD QTR '98****August SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: S A L \_ 9 8 \_ \_ 3 0 / 1 \_ P K \_

<b>Brand Style</b>	King	100	LT King	LT 100		
<b>Number of Cartons</b>			<i>Ship Number as Indicated</i>			

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7  
6/3/98

# Salem '98

## 30¢ Off Pack Promotion

NOW  
OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

### 40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and poster
- Price discount clearly communicated

item #541970  
• Comes packed in  
shipper display



### SALEM '98 SNIPED PASTER

### SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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